PM
RJR
BW
Ror
Am
Ligg

B&W 57,588 → 57.3 reduce

Coupon →

% of vol sold on coupon
pk vol " " " 0.2
ctn vol " " " 9.6 90

what % of vol sold pk
vol

RJR
15% vol IRI gro food stores ctn/pk x % vol couponed =

Lor lower ~~Lorillard~~
~~Nopt~~ - not representative
PM Lower - accty

Low - Am Lor B&W Shai - Ligg
Same - Am
- RJR

$350 for 1988 =
for RJR

Total # ctns coupons
ave value
= wtd avg coupon value

no data on convenien stores -
assume coupon conversion 25% of IRI levels
35% pk
45% ctn sales

2045378063

15% Universe Dolont acceptance
~~7~~ military

15% IRI
% vol coup of 40 convenience stores -
15 ~~out~~ no coupons